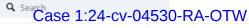
EXHIBIT B





Document 46-2

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Megan Menesale (She/Her)

GTM Leader | High-Growth B2B SaaS | Product Marketing | Board Member | Sales Enablement | Messaging & Positioning | Competitive Int..

More







Experience



Chief Executive Officer

MM Consulting, Inc. · Freelance Oct 2023 - Present · 11 mos Massachusetts, United States

Marketing consulting services focused on GTM strategy, product marketing, product launches, marketing campaign launches, competitive and market research, and product marketing reporting and analytics.

 $\textbf{Skills:} \ Go-to-Market \ Strategy \cdot Product \ Marketing \cdot Marketing \ Strategy \cdot Multi-channel \ Marketing \cdot Competitive Intelligence$



Advisor

Klue

Apr 2022 - Present · 2 yrs 5 mos

• Serve on the Klue Advisory Board to provide guidance and recommendations on their industry-leading competitive enablement software

 $\textbf{Skills:} \ \, \textbf{Go-to-market Strategy} \cdot \textbf{Product Marketing} \cdot \textbf{Strategy} \cdot \textbf{Marketing Strategy} \cdot \textbf{Competitive Intelligence} \cdot \textbf{Marketing Leadership}$



Business Cases for Competitive Enablement | Competitive Enablement Show LIVE - Ep. 8



Director of Product Marketing

SOCi, Inc. · Full-time

Jun 2021 - Jul 2023 · 2 yrs 2 mos

- Defined product marketing strategy, executed plans and revenue plays in collaboration with executives, managing a campaign and program budget of \$300,000+
- Built and led a department of 6 high-performing product marketers, contributing to overall company revenue growth from \$30M to \$100M
- Revamped the entire GTM process, owning pricing and packaging across 9 products (29 launches in 1H 2023); drove pipeline, sales enablement, and messaging for the portfolio
- Led cross-department product campaign strategies, contributing to \$35M in 2023 product revenue. In '22, assisted in \$23M of net new and upsell revenue, amounting to 1K+ opportunities and \$100M in pipeline
- Shaped and advanced positioning across multiple verticals and channels, evolved messaging from feature/benefits to value narratives. Led buyer persona definition across solutions
- Defined success, measured and analyzed impact against OKRs, influencing opportunities across market segments, achieving double-digit revenue growth
- Championed a company-wide win/loss and competitive intelligence program to scale across 30+ competitors, increasing competitive win rates by an average of 6% and ASP
- Managed brand reputation via a peer-review strategy and analyst relations program, running briefings and inquiries, achieving an increase from 4 to 11 'leaders' in G2 categories and coverage in analyst reports

Skills: Marketing Analytics · Sales Processes · Pricing Strategy · Brand Strategy · People Management · Market Planning · Competitive Intelligence · Product Strategy · Skilled Multi-tasker · Marketing Leadership · Project Management · Pricing Research · Marketing Campaigns · Digital Marketing



Director of Product Marketing

Profitero

2019 - 2021 · 2 yrs Greater Boston Area

- Led product and customer marketing; drove GTM for product, service, and partnership launches; conducted market research, brand messaging and positioning, and content for the entire portfolio
- Defined success and measured impact against OKRs, increasing win rates, NPS, CSAT, customer retention, active users, and demand for new product offerings; achieved 85%+ retention
- Led and executed a new business model to scale the free-trial process, product-led growth; advised executive stakeholders on opportunities across industry verticals with insights from market research
- Drove competitive intelligence process; managed peer-review and analyst programs; created sales enablement tools and training; achieved quarter-over-quarter increases in ACV
- Championed Pendo launch, customer advisory board, and reference program to include 40+ customer /user advocates; managed content and communication; increased customer case studies by 300%
- · Managed website and brand relaunch over 4 months, including video and web copy creation

Skills: Pricing Strategy · Brand Strategy · People Management · Competitive Intelligence · Skilled Multi-tasker · Project Management · Pricing Research · Product Adoption · Marketing Campaigns · Digital Marketing



Profitero

Senior Director of Product Marketing

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Document 46-2

Filed 08/13/24

Page 3 of 4

- Led product marketing and GTM strategy, defined packaging, messaging, services, and up-sell opportunities across the product portfolio
- Launched small business segment, product-led growth, that garnered 500+ in customer adoption in 6 months
- Managed customer messaging and campaign efforts, drove revenue growth through the use of digital marketing channels email, social, video achieved > 100% client revenue retention
- Partnered with event marketing and managed content of 12+ presenters for Payfactors' brand conference
- Implemented competitive intelligence and win/loss program, resulting in improved win rates

Skills: Pricing Strategy · Brand Strategy · People Management · Competitive Intelligence · Skilled Multi-tasker · Project Management · Product Adoption · Marketing Campaigns · Digital Marketing



Job Description Manager by Payfactors

Tired of manually managing, organizing, and matching job descriptions? There's a better way.



Director of Product Marketing

SKYWORD Skyword Inc.

2016 - 2018 · 2 yrs

Greater Boston Area

- Managed product roadmap with executive stakeholders; up-leveled messaging to an enterprise buyer persona;
 defined positioning, packaging, pricing, and competitive differentiation of the product suite
- Executed GTM strategy for product launches and coordinated launch efforts, including training and content; reduced GTM time by 20%
- · Led product marketing team of 2; managed analyst relations, briefings, and inclusion in Forrester Wave
- Collaborated with product management to define new user profiles, aided with UX market research
- Championed the customer advisory board, creating a program of 30+ customer advocates; led advisory board events to increase customer ACV

Skills: Pricing Strategy · Brand Strategy · People Management · Competitive Intelligence · Skilled Multi-tasker · Marketing Leadership · Project Management · Pricing Research · Product Adoption · Marketing Campaigns · Digital Marketing



SEO Best Practice Playbook

Playbook on SEO. Project managed entire project from ideation to production.



The Skyword Enterprise Planner - Product Overview

The Skyword Enterprise Planner provides marketing leaders and their teams with a singular view to see content marketing activities and campaigns in order to improve coordination,...



Skyword Ideation Management

Instead of juggling emails, spreadsheets, feedback, and approvals, streamline the process of generating, developing, and sharing new content ideas with Skyword...

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Product Marketing Manager

Workhuman

2014 - 2016 · 2 yrs

Greater Boston Area

- Partnered with sales leadership to lead content efforts across company kick-off and sales boot camps; managed revenue enablement, onboarding, training, and sales certifications
- Managed customer events at industry conference, including award presentations, content, speakers, timeline, and all communication
- Executed GTM strategies for product launches and coordinated efforts across cross-functional teams, including messaging, training, content
- Interpreted competitive insights to increase win rates; led the win/loss program and analysis of all reports to impact sales and customer opportunities
- Supported demand generation campaigns, including the \$1M launch of Service Timelines

 $\textbf{Skills:} \ Pricing \ Strategy \cdot Brand \ Strategy \cdot Competitive \ Intelligence \cdot Skilled \ Multi-tasker \cdot Project \ Management \cdot Marketing \ Campaigns$



Feature Brief on Globoforce Highlighting



Product Brief on Actionable Insights

ektron

Senior Product Marketing Manager; Product Marketing Manager

 $\mathsf{Ektron} \cdot \mathsf{Full}\text{-}\mathsf{time}$

Mar 2013 - Aug 2014 · 1 yr 6 mos

Greater Boston Area

- Developed and executed content marketing strategies across buying stages and personas, creating material and content for field marketing, blogs, social, and email
- · Managed the product launch team; executed GTM strategies, including messaging and collateral creation

Led analysis of win/loss, leading to positive changes in messaging, product functionality, and win rates

• Supported demand generation and customer marketing campaigns Case 1:24-cv-04530-RA-OTW Document 46-2 Filed 08/13/24 Page 4 of 4

Skills: Pricing Strategy · Brand Strategy · Competitive Intelligence · Skilled Multi-tasker · Project Management Marketing Campaigns · Digital Marketing



Maximizing Mobile Performance Using RESS Technologies



How to Build an Inbound Website - Part 3



How to Build an Inbound Website - Part 2 Content Targeting and Lead Nurturing

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Hard Rock Sales Manager

HARD ROCK CAFE · Full-time

2005 - 2012 · 7 yrs Washington, DC

· Led all group sales efforts, contributed 1M+ annual revenue YoY in tour & travel sales bookings

Skills: Go-to-Market Strategy · Sales

About Accessibility Talent Solutions

Professional Community Policies Careers Marketing Solutions

Privacy & Terms ▼ Ad Choices Advertising

Sales Solutions Mobile Small Business

Safety Center

Questions?Visit our Help Center.

Manage your account and privacy Go to your Settings.

Recommendation transparency

Select Language

English (English)

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